

ALBERTA

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ALBERTA ECONOMIC DEVELOPMENT INVESTMENT AND TRADE NEWSLETTER

What's New

A NEW MINISTER FOR ALBERTA ECONOMIC DEVELOPMENT



Minister Mark Norris

Alberta Economic Development has a new minister! Minister Mark Norris is a native of Edmonton. Since 1990, Mr. Norris has been successful in owning and operating a business in advertising and sign manufacturing. Mr. Norris is dedicated to community

work and has been involved in a number of community organizations. He has also been a board member of Grant MacEwan College. He is looking forward to the rewards and challenges that face him as Minister of Economic Development.

Q&A WITH THE MINISTER

What's great about being the Minister of Economic Development?

Every day, I'm fortunate to work with the people that comprise AED. It's very evident to me that I've joined a dynamic team. Beyond this, I'm fortunate to be able to have an impact on the future of this province.

What is your vision for the Alberta economy?

My vision for the economy is essentially a vision to enrich the lives of all our children. The vision features our plan to build a world of opportunities for prosperity. Our plan to create an environment that fosters these opportunities—*Get Ready Alberta*—is built around four key directions: unleashing innovation, leading in learning, competing in a global marketplace, and making Alberta the best place to live, work and visit.

What do you hope to achieve during your tenure as Minister?

Premier Klein believes a good economy is a tool to build our province into a source of immense pride for all Albertans. I share the Premier's belief. Achieving the goals we as government have set through 2005 is my task at hand.

Why does Alberta need to be engaged globally?

I'm pleased to say that we have embraced the global marketplace. At one time, business was done primarily face-to-face with our neighbours. In today's global marketplace and with the technology that we have in place, business deals are closed faster than walking across the street. The reality is that our neighbours today—our business associates, partners and competitors—are often a world away.

MORE CHANGES: A NEW DEPUTY MINISTER

Barry Mehr was appointed to the position of Deputy Minister of Alberta Economic Development in March 2001. He has worked at several levels of government, and in the private sector. Mr. Mehr has significant experience in international marketing, and is very interested in developing Alberta's industry in response

to international export markets. Prior to becoming Deputy Minister, he was the Assistant Deputy Minister of the Investment & Trade Division at Alberta Economic Development and an Assistant Deputy Minister with Alberta Agriculture, Food & Rural Development.

Q&A WITH THE DEPUTY MINISTER

What is your strategic vision for Alberta Economic Development?

Our mission is to promote Alberta's continuing prosperity. Fulfilling this mission—to sustain and improve our economy and lifestyle—will depend on how we assist Albertans in understanding and responding to global trends, threats and opportunities. My vision focuses on supporting the Minister as he represents the interests of Alberta's economy in

cross-government policies, programs and initiatives to facilitate a sustainable and balanced approach to economic development.

Where do you see in Alberta in 10 years?

I see the Alberta economy achieving its full potential and, like the Minister, I see an Alberta that Albertans are immensely proud to call home.

WHAT'S NEW

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Staff Exchanges

ABOVE THE 49TH

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in Athletics 2001 •
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ALBERTA IN THE WORLD

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STAY TUNED

Upcoming Events

WANT MORE?

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tell us your preference.

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to live and do business.

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STAFF EXCHANGE WITH THE CANADIAN CONSULATE IN MUMBAI, INDIA

OFFSHORE TECHNOLOGY CONFERENCE

"At the right place, at the right time" describes Alberta's participation at the Offshore Technology Conference (OTC) in Houston, Texas. For 3½ days, thousands of potential buyers shopped the OTC show floors for the latest products and services in the oil industry. Over 50 Alberta companies capitalized on this by showcasing their innovative product and services. Attendance at OTC this year was a record 47,500 people.

Alberta Economic Development and Canada's Department of Foreign Affairs and International Trade (DFAIT) have initiated a 90-day employee exchange in order to leverage their working relationship. During April-June 2001, Amitabh Arora, a Commercial Officer from the Consulate of Canada in Mumbai, India, has been working at Alberta Economic Development's Edmonton office, while Tristan Sanregret, a member of Alberta Economic Development's trade team, has been stationed at the Consulate in Mumbai.

While in Alberta, Mr. Arora became familiar with the breadth and scope of Alberta's oil & gas, environmental and high technology industries, and met with a number of Alberta companies. He has also been responsible for incoming missions from India,

including those attending the Offshore Technology Conference in Houston and GO-Expo in Calgary.

In India, Mr. Sanregret has overseen the day-to-day activities of a federal Commercial Officer, while at the same time expanding Alberta's presence in the Indian marketplace. Through meetings with key individuals in Indian industry and government, he has developed relationships with key decision makers in India to position Alberta as an attractive partner for oil & gas, environmental, and high technology initiatives. Mr. Sanregret has also worked with Alberta companies visiting India to research emergent areas for future trade activities.

Following the exchange, a workplan of future Alberta-India activities will be drafted by the two offices.

Above the 49th

ALBERTA EXPORTS

Alberta had a banner year for trade in 2000. Exports of Alberta goods and services reached \$59 billion, up 55% from 1999, and double the value of Alberta's exports in 1996.

ALBERTA WELCOMES THE WORLD THIS SUMMER



Alberta Economic Development (AED) Minister Mark Norris is looking forward to welcoming more than 60 international investors and executives to Advantage 2001, a four-day business

program that will capitalize on the attention focused on Alberta for the 8th IAAF World Championships in Athletics this summer.

Taking advantage of the 2001 World Championships in Athletics, Alberta Economic Development (AED), working with the private sector, has invited selected international business executives and investors to the province to take part in a targeted business program known as Advantage 2001. The customized business itineraries being developed for each executive will focus on the Alberta industry sectors where they would be most likely to invest or form strategic business partnerships.

"We are very excited about the positive response from international executives," said Minister Norris.

"The business leaders we've invited have the ability to make decisions about investing and doing business here," he noted. "We are very encouraged by their enthusiasm for the program."

The Advantage 2001 business program will run from July 31 to August 3, 2001. International participants will tour industry locations and participate in business meetings around the province, exploring business and investment opportunities. "This is a prime opportunity for us to promote Alberta to an international audience," said Minister Norris. "We will show this group of executives all the advantages of doing business in Alberta." Participants in Advantage 2001 program will explore opportunities in a range of industries, including telecommunications, agriculture and agri-foods, oil and gas, petrochemicals, tourism and biotechnology. Alberta private sector businesses and organizations are working together with AED to develop the business programs and host the international delegates.

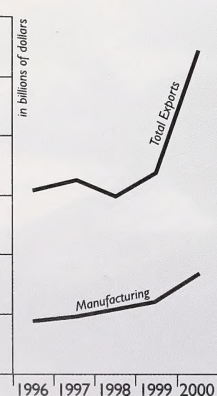
ALBERTA HOUSE.... SHOWCASING ALBERTA'S CAPABILITIES

Centrally located in Eaton Centre in downtown Edmonton, Alberta House will be open to the public during the World Championships, from 11:00 AM to 8:00 PM every day, July 31st through August 12th. Alberta House will highlight industry innovations and accomplishments with high-tech interactive displays. This will be a unique opportunity to experience Alberta's many technological and business successes, from diverse industry sectors, all under one roof.

"Alberta House is a great way to highlight our industry expertise and growing economic diversity

to residents and visitors alike," said Minister Norris. "Expect to see some really innovative products and learn some surprising facts about our world-class industries."

To learn more about Alberta industries, Alberta House and the Advantage 2001 program, visit <http://www.alberta-canada.com/adw/>



Alberta in the World

SPOTLIGHT ON ARCHITECTURE, ENGINEERING AND CONSTRUCTION SECTOR (AEC SECTOR)

Alberta's AEC Sector has developed strong, diverse, world-class skills through active participation in Alberta's infrastructure and resource development capital investment activity. This knowledge-based sector underlies much of the key provincial economic activity, and employs over 160,000 people in more than 6,000 firms.



Alberta's AEC firms successfully compete in the international marketplace in an increasing number of disciplines and service areas. Annual exports (inter-provincial and international) are approximately \$1.1 billion.

By enhancing the sector's competitiveness and capabilities, and increasing

domestic and international market penetration, Alberta Economic Development (AED) is working to further develop a globally competitive AEC sector. The department is focused on facilitating development of new technologies, enhancing management skills, promoting the formation of new alliances, and encouraging the application of technology and management expertise developed in Alberta.

Three key constraints currently affecting AEC export activity are:

- 1.) **The limited availability of experienced professional, technical, skilled trades and supervisory resources to meet both domestic and export demand.**
- 2.) **General lack of awareness internationally of Alberta capabilities, and for many Alberta firms, lack of international business experience and market intelligence.**
- 3.) **Few examples of industry collaboration, which currently limits many Alberta firms' ability to tap into global supply chains.**



To combat these constraints, AED is working with a strategic focus on supplying key market intelligence to industry, facilitating alliances, promoting co-operation with international financial institutions, and showcasing Alberta AEC capabilities internationally.

AED is focused on identifying and promoting key international market opportunities for the AEC sector including:

DID YOU KNOW....

- An Alberta firm supplies custom control consoles to NASA.
- Alberta firms led engineering, construction and project management for the Confederation Bridge joining Prince Edward Island to the mainland.
- An Alberta company led construction on the Hawaii Convention Centre and Disney Animal Kingdom, Asia, in Orlando, Florida.
- Albertans have designed, engineered and built projects on virtually every continent.
- Alberta has one of the highest per capita concentrations of engineers in the world.

MARKET

United States

Mexico

China

Brazil, Venezuela, and Middle East

SUB-SECTOR OPPORTUNITIES

Pipeline refurbishment, construction management

Water and solid waste treatment, municipal infrastructure

Water treatment, pipelines and SCADA systems

Oil and gas, water resource management

International Office News

TAIPEI, TAIWAN

Li-An Chen recently joined the Alberta Taipei Office as a Trade Representative. Originally from Taiwan, she finished high school in Argentina. She has Bachelor's and Master's degrees in International Policy Studies from the Monterey Institute of International Studies in California. Before coming to the Alberta Taipei Office, she worked in the financial market and in

public relations. The Taipei office aims to help Alberta firms do business in Taiwan, through supplying market intelligence, providing export information, and promoting Alberta in Taiwan. You can contact the Taipei office by phone at 011-886-2-2715-3637, fax at 011-886-2-2715-1717, or email to Lian.Chen@dfait-maeci.gc.ca



Stay Tuned

Who's Who

**Honourable
Mark Norris**
Alberta Economic
Development Minister

Barry Mehr
Deputy Minister

Rory Campbell
Assistant Deputy Minister
Investment and Trade

Rick Sloan
Assistant Deputy Minister
Industry and Tourism

Mark Erdman
Director, Corporate
Communications

Duane Pyear
Executive Director, Policy
and Economic Analysis

"Alberta is the best
place in the world to
live and do business."

"Alberta Economic
Development's mission
is to promote Alberta's
continuing prosperity."

"The Investment and
Trade Division will
provide the right
information in the
right time frame to
impact investment
decisions in Alberta."

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Upcoming Events

	Event	Location	Contact	Phone
June 4, 2001	Exporting and the Internet - What you need to know	Edmonton, Alberta	Joyce Conroy	(780) 427-6394
June 12 - June 14, 2001	GO-Expo (Oil and Gas Exposition)	Calgary, Alberta	Nadia Andersen	(780) 427-6647
June 15 - June 16, 2001	Incoming investment mission from Austria	Calgary and Banff, Alberta	Susan Henderson	(403) 297-8905
June 27, 2001	BIO 2001 International Conference and Exhibition	San Diego, California	Ryan Radke	(780) 415-4769
July, 2001	Incoming mission from Sinopec (Chinesse Oil Company)	Calgary, Alberta	Joe So	(780) 427-6396
July 18 -19, 2001 July 23 -24, 2001	Regional Housing Material Seminar (Japan)	Morioka City, Matsumoto City, Japan	Brad Klak	81-3-3475-1171
July 22 - July 24, 2001	Environment Trade Mission	Boise and Idaho Falls, Idaho, USA	Orest Warchola	(780) 427-6257
July 31 - Aug 12, 2001	Alberta House - See Alberta's Industry & New Technology (see p. 2)	Eaton Centre, Edmonton, Alberta (11 am - 8 pm)	Betty Jandewerth	(780) 427-6345
Sept 11 - Sept 13, 2001	Aerospace Mission to Aerospace North America	Seattle, Washington, USA	Orest Warchola	(780) 427-6257
Sept 29 - Oct 4, 2001	Society of Petroleum Engineers Show (SPE)	New Orleans, Louisiana, USA	Don Chinski	(780) 427-6307
Oct 3 - Oct 5, 2001	ABASTUR (Hotel and Restaurant Show)	Mexico City, Mexico	Marcia O'Connor	(780) 422-1762
Oct 9 - Oct 11, 2001	Aerospace Northwest Conference	Jasper, Alberta	Orest Warchola	(780) 427-6257
Oct 18 - Oct 23, 2001	Construction and Housing Development Centre (CIHAC)	Mexico City, Mexico	Doug Lane	(780) 427-6239
Nov 4 - Nov 9, 2001	Building Products Mission with CMHC	Shanghai and Beijing, China	Sylvia Roach	(403) 297-8919

For more events and information visit <http://www.alberta-canada.com/events/index.cfm>

WANT MORE?

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